

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

National Media Research Planning/ POL
815 Slaters Lane
Alexandria, VA 22314

Contract / Revision		Alt Order #
696487 /		06204114
Product		
NRCC IE 2012		
Contract Dates	Estimate #	
10/05/12 - 10/11/12	2602	
Advertiser	Original Date / Revision	
National Republican Cong. Committee	09/13/12 / 09/13/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KSDK	Kristin Waskie	Telerep Philadel
Special Handling		
Demographic		
Adults 35+		
IDB#	Advertiser Code	Product Code
	155	426
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KSDK	10/05/12	10/05/12	LN (M-F)	10-1035p		:30				NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,700.00	0.00			
2	KSDK	10/05/12	10/05/12	Ellen	3-4p		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$675.00	0.00			
3	KSDK	10/05/12	10/05/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,250.00	0.00			
4	KSDK	10/05/12	10/05/12	5-6a	5-6A		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$575.00	0.00			
5	KSDK	10/05/12	10/05/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,475.00	0.00			
6	KSDK	10/05/12	10/05/12	6-7a	6-7A		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$1,125.00	0.00			
7	KSDK	10/05/12	10/05/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,250.00	0.00			
8	KSDK	10/08/12	10/08/12	LN (M-F)	10-1035p		:30				NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$2,700.00	0.00			
9	KSDK	10/08/12	10/08/12	5-6a	5-6A		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$575.00	0.00			
10	KSDK	10/08/12	10/08/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$2,475.00	0.00			
11	KSDK	10/08/12	10/08/12	6-7a	6-7A		:30				NM	2	\$2,250.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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TERMS: Due 15th day of the Month following Broadcast.



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Contract / Revision	Alt Order #	
696487 /	06204114	
Contract Dates	Product	Estimate #
10/05/12 - 10/11/12	NRCC IE 2012	2602
Advertiser		Original Date / Revision
National Republican Con		09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Spots/ Type			Amount	
									Rate	Spots	Rtn		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				2	\$1,125.00	0.00			
12	KSDK	10/08/12	10/08/12	630-7P	Wheel of Fortune		:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$2,250.00	0.00			
13	KSDK	10/06/12	10/06/12	News Channel 5 at 6P Sat		6-630P	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,125.00	0.00			
14	KSDK	10/06/12	10/06/12	Sat 6-7A		6-7A	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				2	\$500.00	0.00			
15	KSDK	10/06/12	10/06/12	Notre Dame Football		630-10p	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,125.00	0.00			
16	KSDK	10/06/12	10/06/12	NBC Today Show (Sa)		7-9A	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				2	\$900.00	0.00			
17	KSDK	10/06/12	10/06/12	Sat 9-10a		9-10A	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				2	\$900.00	0.00			
18	KSDK	10/07/12	10/07/12	This WK Cards Nation 10a		10-1030a	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$560.00	0.00			
19	KSDK	10/07/12	10/07/12	News Channel 5 at 5P Sun		5-530P	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$1,125.00	0.00			
20	KSDK	10/07/12	10/07/12	Sun 6-7A		6-7A	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				2	\$450.00	0.00			
21	KSDK	10/07/12	10/07/12	NBC Today Show (Su)		7-8A	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$900.00	0.00			
N 22	KSDK	10/07/12	10/07/12	NFL Regular Season Football	Various							NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$9,450.00	0.00			
23	KSDK	10/07/12	10/07/12	Sun 9-10a		9-10A	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$900.00	0.00			
24	KSDK	10/11/12	10/11/12	LN (M-F)		10-1035p	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$2,700.00	0.00			
25	KSDK	10/11/12	10/11/12	News Channel 5 at 5P		5-530P	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$2,250.00	0.00			
26	KSDK	10/11/12	10/11/12	5-6a		5-6A	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$575.00	0.00			
27	KSDK	10/11/12	10/11/12	News Channel 5 at 6P		6-630P	:30					NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
												1	\$2,475.00

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10/05/12 - 10/11/12	NRCC IE 2012	2602

Advertiser	Original Date / Revision
National Republican Con	09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Spots/ Type			Amount
									Rate	Rating	Spots	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	---T---				1	\$2,475.00	0.00		
28	KSDK	10/11/12	10/11/12	6-7a	6-7A		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	---T---				2	\$1,125.00	0.00		
29	KSDK	10/09/12	10/09/12	Tonight Show	1035-1137p		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----				1	\$1,010.00	0.00		
30	KSDK	10/09/12	10/09/12	5-6a	5-6A		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----				1	\$575.00	0.00		
31	KSDK	10/09/12	10/09/12	News Channel 5 at 6P	6-630P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----				1	\$2,475.00	0.00		
32	KSDK	10/09/12	10/09/12	6-7a	6-7A		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----				1	\$1,125.00	0.00		
33	KSDK	10/09/12	10/09/12	630-7P Wheel of Fortune	630-7P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----				1	\$2,250.00	0.00		
34	KSDK	10/10/12	10/10/12	LN (M-F)	10-1035p		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----				1	\$2,700.00	0.00		
35	KSDK	10/10/12	10/10/12	Ellen	3-4p		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----				1	\$675.00	0.00		
36	KSDK	10/10/12	10/10/12	5-6a	5-6A		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----				1	\$575.00	0.00		
37	KSDK	10/10/12	10/10/12	News Channel 5 at 6P	6-630P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----				1	\$2,475.00	0.00		
38	KSDK	10/10/12	10/10/12	6-7a	6-7A		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----				2	\$1,125.00	0.00		
39	KSDK	10/10/12	10/10/12	630-7P Wheel of Fortune	630-7P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----				1	\$2,250.00	0.00		
N 40	KSDK	10/10/12	10/10/12	Chicago Fire	9-10P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----				1	\$2,250.00	0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSDK	10/08/12-10/14/12		Chicago Fire	9-10P	---	:30		\$2,250.00	0.00	NM	
		<u>Credited</u>										
N 41	KSDK	10/08/12	10/11/12	Noon News	12-1230p		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWT---				1	\$675.00	0.00		

Totals 0.00 47 \$72,270.00

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696487 /	06204114	
Contract Dates	Product	Estimate #
10/05/12 - 10/11/12	NRCC IE 2012	2602
Advertiser		Original Date / Revision
National Republican Con		09/13/12 / 09/13/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/11/12	47	\$72,270.00	\$61,429.50
Totals	47	\$72,270.00	\$61,429.50

Signature: _____ **Date:** _____

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